



**Niche Meat Marketing for Small-and
Mid-scale Livestock Producers**
Oregon State University, Department of
Agriculture and Resource Economics and
Extension Small Farms Program

Oregon State University, Department of Ag and Resource Economics and the Extension Small Farms Program, educated producers on opportunities and risks associated with niche markets and the functional/regulatory aspects of niche meat supply chains through this innovative program. One hundred and fifty beginner and/or small-scale livestock producers attended the niche meat marketing short-course, and 30 attended a half-day carcass breakdown workshop. Forty participants attended regional one-day sessions to review the short-course content and detail transition plans with instructor-peer input.

The keys to success of the participants were the opportunities to network, the desire to learn from the experience of others, and the use of expert panel members who networked with participants and shared their personal experiences candidly with them. As a result of this program, 85 producers

better understood the potential financial risks and benefits of different niche marketing channels and how price, product expectations and supply chain requirements vary among channels; 85 increased their understanding of market demand for niche products and the different requirements of specific types of end buyers; 28 gained increased understanding of carcass composition, types of cuts available and trade-offs and marketing options for a range of specific cuts and value-added products; and 15 committed to continuing analysis of marketing options and risks and refined their marketing strategies.



“The Niche Meat Marketing project has been an incredible help to our ranch over the last year. The lessons and perspective we’ve gleaned from communicating with other producers and experts has altered our business model and has allowed us to expand in ways we likely would not have considered without the program. The presentations given by meat producers, buyers and processors helped deepen our understanding of marketing opportunities for our ranch. Participating in the small group call for producers, a focused call which allowed us to share information and gain perspective from successful producers was the single most helpful thing I have done for my business this year.”- Livestock Producer





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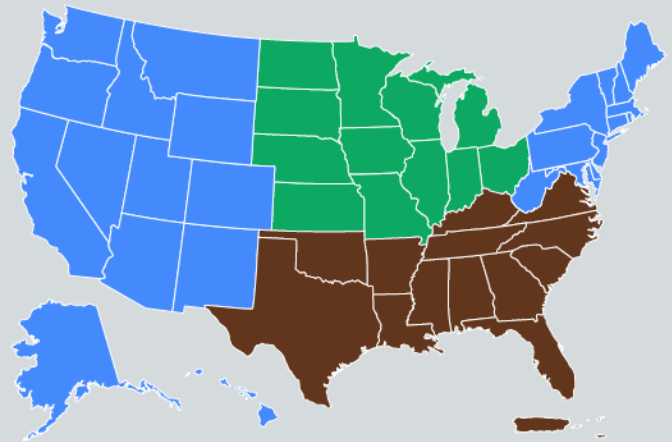
National Institute
of Food and
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**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



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